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Max Schling's Seedsmen, New York

Canned Vegetables Ration Point Free

A careful analysis of the removal of rationing from canned vegetables proves the fact that the production of vegetables by American Victory Gardeners was a powerful factor in alleviating the tremendous demand for food in a Wartime Nation. The Department of Agriculture estimates a credit fully one-third of the nation's food supply as being produced in Victory Gardens.

However, the picture for 1944 instead of being better, appears quite discouraging. A recent Gallup poll has shown that there are fully two million less Victory Gardens in urban areas this year, and that interest in this important patriotic duty is definitely lagging.

The public must realize that the reason rationing has been lifted from so many important items of food is because they have co-operated in its production, and if your Victory Garden is not maintained with the same vigor and determination as last year, plus the added know-how gained from last year's experience, it can be expected that the privilege we enjoy today can be very easily removed.

Just the matter of localized drought conditions or excessive rainfall in various parts of the country can mean the difference in the success and failure of a crop that may cause a dire scarcity.

We classify Victory Gardening as an important duty upon the American citizenry of almost equal importance as the purchase of War Bonds, and the cautious use and preservation of our natural resources.

As we go to press on "D" Day we wish to add our wishes to all of yours for a speedy and victorious culmination of the War.

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STRAWBERRY PLANTING TIME

August to November

CONDITIONS GOVERNING THE SALE OF POT-GROWN STRAWBERRY PLANTS FOR FALL SEASON 1944

Shipments of pot-grown Strawberry plants will be made from late July until November. It is satisfactory to plant Strawberries in the latitude of New York and further south until early November.

All orders will be filled depending on weather and crop conditions. For this reason we reserve the right to refund all remittances after orders have been accepted.

All orders will be filled in strict rotation only, and we cannot accept any orders that request delivery on specified dates. We will make every effort to complete all orders that we accept, but due to unprecedented abnormal conditions we cannot be responsible for the length of time consumed in transit, and inasmuch as all shipments will be made by **Railway Express only** they should be inspected on delivery, and if damage such as breakage, rotted foliage, etc., is apparent, immediate claim should be made with the **local express agent**.

We cannot accept responsibility for winter-killing of Strawberry plants.

We trust that our clientele will realize that we are conducting our business under disheartening and extreme conditions, and we have been forced to adopt the foregoing stringent terms of sale that will apply to all orders with no exceptions.

MAX SCHLING SEEDSMEN, Inc.

List of Pot-Grown Strawberries Subject to Terms of Sale as Outlined Above:

EARLY BEARING VARIETIES

Dorsett. Now recognized as one of the finest earlies. Rich bright red; delicious flavor.
Premier. Heavy producer. Extra early.

EARLY TO MIDSEASON

Fairfax. Ripening after Dorsett. One of the best.
Senator Dunlap. Heavy cropping variety. Perfect for canning.

MIDSEASON TO LATE

Chesapeake. Mild non-acid and sweet.
Big Joe. An old favorite. Grows with almost no care in good type soil.

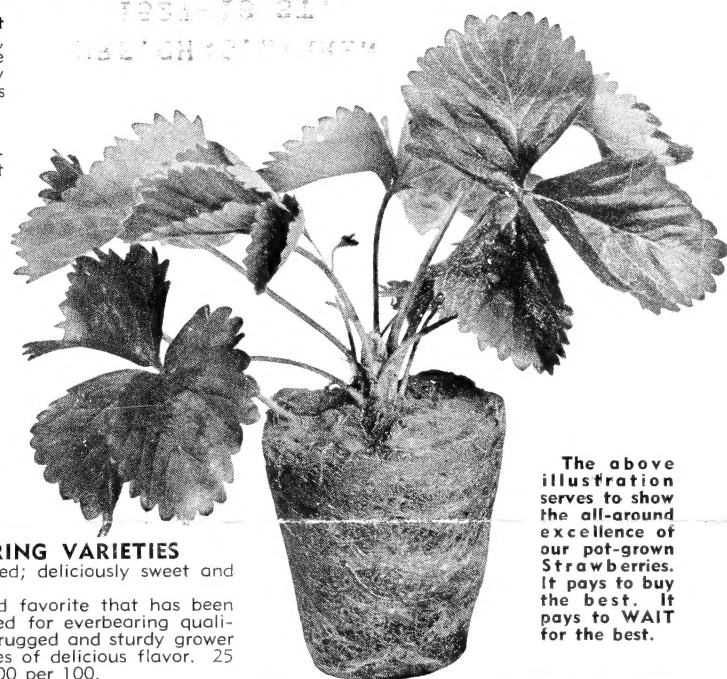
LATE

Gandy. Fine canning and shipping berry.
Starbright. Beautiful large glossy firm berry of excellent quality. Heavy producer.

No Orders Accepted for Less Than 25 of a Variety.
25 for \$4.00; \$12.00 per 100.

Luscious Strawberries

POT GROWN for Your Complete Satisfaction



The above illustration serves to show the all-around excellence of our pot-grown Strawberries. It pays to buy the best. It pays to WAIT for the best.

EVERBEARING VARIETIES

Gem. Sparkling red; deliciously sweet and free from acid.

Mastodon. An old favorite that has been thoroughly tested for everbearing qualities. An extra rugged and sturdy grower producing berries of delicious flavor. 25 for \$5.00; \$16.00 per 100.

Twentieth Century. A new variety accredited with being superior to all other everbearing sorts. 25 for \$6.00; \$20.00 per 100.

LONG BEARING STRAWBERRY

Collection

The following varieties will result in a continuous crop of Strawberries from early June until late August.

Dorsett. Extra early.

Fairfax. Midseason.

Gandy. Late.

Mastodon. Everbearing.

12 of each (48 plants) ... \$ 7.00

25 of each (100 plants) ... 13.25

50 of each (200 plants) ... 25.00

NEW INTRODUCTIONS

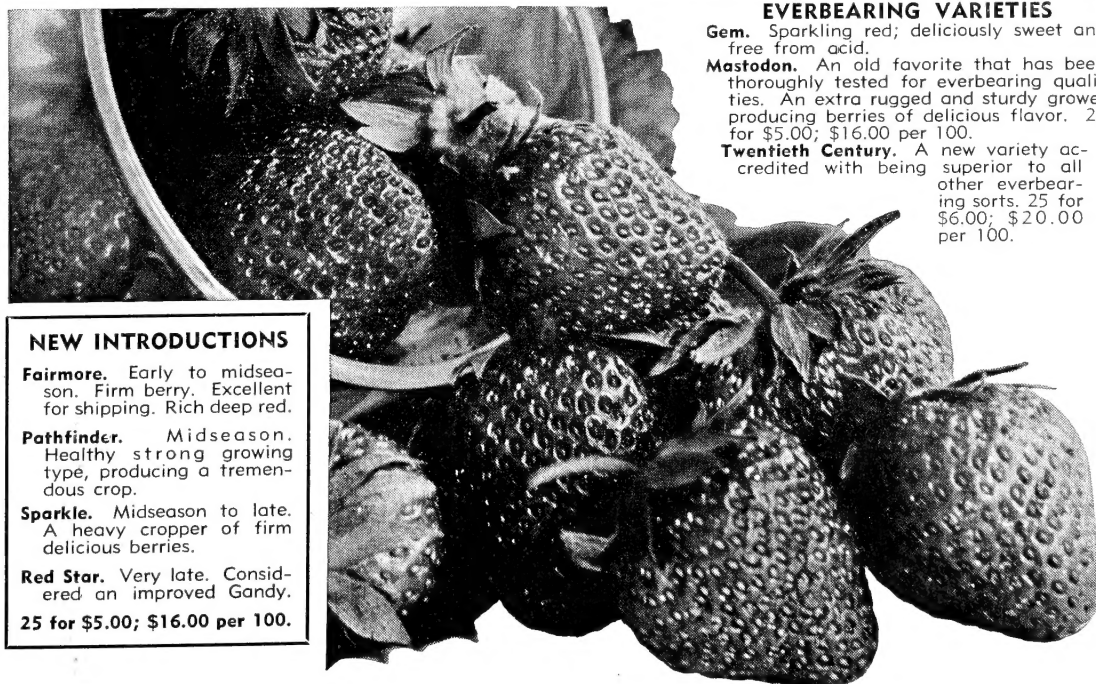
Fairmore. Early to midseason. Firm berry. Excellent for shipping. Rich deep red.

Pathfinder. Midseason. Healthy strong growing type, producing a tremendous crop.

Sparkle. Midseason to late. A heavy cropper of firm delicious berries.

Red Star. Very late. Considered an improved Gandy.

25 for \$5.00; \$16.00 per 100.



Max Schling's POPULAR PERENNIAL FAVORITES FROM SEED



Aquilegia (Columbine)

Long-Spurred AQUILEGIAS

(Columbine)

Flowering immediately after Tulips, they provide a colorful show in the perennial border.

SCHLING'S GIANT LONG-SPURRED HYBRIDS

A selection of the finest type of Columbine in existence. Pkt., 50c; 5 pkts., \$2.00.

LONG-SPURRED HYBRIDS IN SEPARATE COLORS

Azure Fairy. Sky-blue, white corolla.
Copper Queen. Copper, cream corolla.
Crimson Star. Brilliant red, buff corolla.
Delicatissima. Blush-pink, white corolla.
Lemon Queen. Lemon-yellow throughout.
Snow Queen. Pure white throughout.
Wild Rose. Rose-pink.

Price of each of above: 50c per pkt.; 5 pkts., \$2.00.

COLLECTION: 1 each of the 7 separate varieties, \$3.00.

CAMPANULAS

(Canterbury Bells)

The stately and majestic beauty of Canterbury Bells is unequalled in the June garden.

CAMPANULA Medium (True Canterbury Bells). Blue, white, mauve, carmine-rose and mixed. Each, 20c per pkt.

C. calycanthema (Cup-and-Saucer Bells). Blue, white, rose-pink, mauve, mixed. Each, 20c per pkt.

C. carpatica (Harebells). Blue and white. 25c per pkt.

C. persicifolia (Peach Bells). Blue and white. 35c per pkt.

C. persicifolia, China Blue. 50c per pkt.

C. pyramidalis (Chimney Bell-flower). Blue and white. 35c per pkt.



Cup-and-Saucer Bells

DIANTHUS BARBATUS

(Sweet William)

Another garden standby that is invaluable for May and June bloom.

Giant Crimson. 35c per pkt. **Giant Purple Beauty.** 35c per pkt.
Giant Newport Pink. 50c per pkt. **Giant Scarlet Beauty.** 35c per pkt.
Giant White. 35c per pkt.
Giant White with Crimson Eye. 35c per pkt.

COLLECTION: 1 each of the above 6 varieties, \$1.95.

SCHLING'S GIANT SINGLE FINEST MIXED. 25c per pkt.; 5 pkts., \$1.00.

SCHLING'S GIANT DOUBLE FINEST MIXED. 50c per pkt.



VIOLAS

Valuable for rock gardens and edging, also as a ground cover in Iris, Peony and Rose beds. Blooming period from early spring until late fall.

Apricot. 50c per pkt.



Arkwright Ruby. Ruby-red. 50c per pkt.

Jersey Gem. Rich blue. 75c per pkt.

Primrose Dame. Sulphur-yellow. 50c per pkt.

White Perfection. Pure white. 50c per pkt.

Blue Perfection. True blue. 50c per pkt.

COLLECTION: 1 pkt. each of the above 6 varieties, \$2.35.

VIOLA CORNUTA MIXED. 25c per pkt.; 5 pkts. for \$1.00.

VEGETABLES For Late Summer Sowing

Get the greatest dividends from your Victory Garden by continuing its production until early winter. The following list of vegetable seeds and plants will provide vegetables equally as delectable in the fall as they were in spring and midsummer.

ASPARAGUS. Mary Washington, Rust Resistant. Ready for delivery late September. Gain a whole year on your Asparagus bed by planting this fall. Complete culture circular sent on request. \$5.35 per 100, postpaid.

BEET. Luscious Green Top. Grown for tops only. Pkt., 20c; oz., 40c; 1/4 lb., \$1.15.

Plants of:

Broccoli **Cabbage**
Brussels Sprouts **Cauliflower**

Can be set out until late July. Price: 6 for 90c; \$1.35 per doz.; \$11.00 per 100.

All plants will be shipped express collect. Please add 10% to value of plant order for packing. (Minimum charge 25c.)

(NOTE: Due to Federal Japanese Beetle Quarantine we are able to ship these plants within a radius of 300 miles from New York City only.)

CHINESE CABBAGE. Pkt., 20c; 1/2 oz., 45c; oz., 80c.

CHIVES. 35c per pkt.

DANDELION. Cultivated variety. Can be planted as late as October for next spring crop. 25c per pkt.; 1/2 oz., 65c; oz., \$1.00.

DILL. Pkt., 15c; 1/2 oz., 50c; oz., 85c.

ENDIVE, Escarolle, Full Heart. Pkt., 15c; oz., 60c.

Extra Fine Green Curled. Pkt., 15c; 1/2 oz., 40c; oz., \$1.25.

KALE, Dwarf Green Scotch Curled. Pkt., 15c; oz., 60c; 1/4 lb., \$1.85.

LEEK. Plant August and September. Pkt., 25c; 1/2 oz., \$1.00; oz., \$1.75.

LETTUCE.

BIBB LETTUCE. Wonderful fall crop can be obtained from August sowing. Splendid for cold frame Lettuce. Pkt., 50c.

Simpson. 15c per pkt.

Oak Leaf. 35c per pkt.

Imperial 847. 20c per pkt.

MUSTARD GREENS. An improved strain. Pkt., 20c; oz., 50c; 1/4 lb., \$1.50.

RADISH, Schling's Earliest Forcing. Pkt., 15c; 1/2 oz., 35c; oz., 55c.

White Icicle. Pkt., 15c; oz., 50c.

Round Black Spanish. Pkt., 10c; oz., 35c; 1/4 lb., \$1.00.

SORREL. (Sour Grass.) Can be planted late summer for next spring crop. Pkt., 25c; oz., \$1.00.

SPINACH. Can be planted throughout July and August.
Savoy-Leaved Long Standing. Pkt., 15c; oz., 40c; 1/4 lb., \$1.25.

TURNIPS, Purple Top White Globe, Improved Golden Ball. Pkt., 15c; oz., 25c; 1/4 lb., 50c.



HOLLYHOCKS

Chater's Double. The finest garden Hollyhock in the following colors:

Maroon **Rose**
Scarlet **White**
Yellow **Newport Pink**
Salmon-Rose

Each, 25c per pkt.

Double Mixed. 25c per pkt.

Single Mixed. 15c per pkt.

Exquisite Fringed Mixed. 50c per pkt.

Schling's Exhibition PANSIES

Majestic Splendor. One of the most masterly achievements in Pansy hybridization. This large flowering strain combines an entirely new color range with very early blooming qualities, and their long stems make them equally as valuable for cut flowers as for bedding. \$1.00 per pkt.; 6 pkts., \$5.00; 12 pkts., \$9.00.

SCHLING'S CANADIAN SUPER GIANTS. A marvelous strain of exhibition Pansies. Flowers are enormous. Price: \$2.00 per pkt.; 6 pkts., \$10.00.

SUPER SWISS GIANTS.

Alpenglow. Red and wine shades.

Berna. Deep blue with interesting deeper blotches.

Lake of Thun. Rich Cornflower-blue.

Price of each above: 75c per pkt.; 1/8 oz., \$3.50.

COLLECTION: 1 pkt. each of 6 separate colors, \$4.00.

TRIMARDEAU GIANTS MIXED. Pkt., 20c; 1/8 oz., \$1.35; 1/4 oz., \$2.50; oz., \$8.00.

Mont Blanc. Pure white with pale blue eye.

Rheingold. Golden yellow beautifully blotched.

Yellow Master. Pure golden yellow.

SUPER SWISS GIANTS MIXED.



Hollyhock, Chater's Double

DELPHINIUM

Schling's Best Selection

The Pacific Strain of Delphinium has proven itself to be far superior in size, color, hardiness and resistance to disease than all others. All orders will be filled with freshly harvested seed only.

Percival. New introduction. Pure white with dark eye. Very striking. \$2.00 per pkt.

Bluebird. Genuine true blue with white eye. \$2.00 per pkt.

Cameliard. Lovely lavender with white eye. \$1.50 per pkt.

Galahad. Pure white with light eye. \$1.50 per pkt.

Round Table. A magnificent strain of blue shades. \$2.00 per pkt.

COLLECTION: 1 pkt. each of the above 5 new introductions—a \$9.00 value for \$7.50.

RECENT INTRODUCTIONS OF PACIFIC HYBRIDS

Blue Jay. Medium to dark blue, dark center.

Black Knight. Dark violet with black center.

King Arthur. Rich royal purple, white center.

Guinevere. Clear pink-lavender, white center.

Summer Skies. Heavenly blue with white center. Each, \$1.25 per pkt.

COLLECTION: 1 each of the 5 varieties, \$5.00.

SPECIAL COLLECTION: 1 each of the above 10 varieties, \$12.00.

PACIFIC HYBRIDS MIXED. All standard colors, blended mixture. 75c per pkt.; 1/8 oz., \$2.50; oz., \$15.00.

DELPHINIUM FOR CUTTING

Belladonna. Pale blue. **Bellamosa.** Dark blue.

Gold Medal Hybrids Mixed.

Each, 25c per pkt.; 1/8 oz., \$1.25; 1/4 oz., \$2.25.



Delphinium, Pacific Giant Hybrids



PEONIES 2-3 Eye Roots that will Bloom Next Spring

It is important to know that our Peonies are definitely blooming size, and they are not to be confused with small divisions which take from two to three years to bloom after planting.

Early planting is also of most importance. It may mean the difference between their blooming next year or waiting another year before blooming. Our tip is to plant as early in September as possible.

Two Fine Collections

OLD FAVORITE COLLECTION

Duchesse de Nemours. Early. White, sulphur-yellow center. \$1.00 each.

Felix Crousse. Midseason. Even clear red. \$1.10 each.

Georgiana Shaylor. Midseason. Delicate rose-pink flecked crimson. \$1.25 each.

La Rosiere. Midseason. Ruffled white. \$1.10 each.

La Tulipe. Midseason. Flesh-pink. \$1.00 each.

Mme. Geissler. Old-rose-pink. \$1.10 each.

SPECIAL COLLECTION OFFER: 1 each of the 6 varieties, \$6.00, postpaid. (Postpaid value \$7.00.)

NEW and RARE VARIETIES

Lady Alexandra Duff. Midseason. Delicate rose-pink. \$2.75 each.

Laura Dessert. Midseason. White outside petals, raised yellow center. \$2.25 each.

Mrs. Edward Harding. Enormous white. Profuse bloomer. \$2.50 each.

Mons. Martin Cahuzac. Midseason, very deep maroon. Darkest of all. \$3.75 each.

Solange. Midseason. Creamy white tinged pink. \$2.50 each.

SPECIAL COLLECTION OFFER: 1 each of the 5 varieties, \$12.75, postpaid. (Postpaid value \$14.25.)

New Selected and Improved GARDEN IRIS

Monarchs of the May-June Garden—Plant July-October

Virtually all experienced gardeners concede the fact that Bearded Iris are the best all around permanent garden flowers from a standpoint of practicality and versatility that exist today. When in bloom they overshadow every other garden flower. The colors and formation of the flowers are unmatched, and after they have finished blooming, the foliage lends a decorative tone to the garden. They are extremely tough, almost indestructible, and with a minimum of care are almost impervious to all but a few diseases and insects which are always easily controlled.

The following list is without doubt the contemporary All-American Team. There are none finer, and as much as you may be loath to part with old favorites you will soon forget them in favor of these.

Ariane. Heavily striped violet and white. Very unusual; medium height. Each \$2.25.

Antigone. Winner of Dykes Medal, 1938. A vigorous well-branched medium yellow. Each \$2.25.

Bronzino. Frosty golden bronze. Huge flower. Height 40 inches. Each \$1.00.

Charlotte Millet. Rich reddish lilac with pale blue luster. Height 36 in. \$2.25 each.

Elsa Sass. A clear sulphur-yellow with greenish cast. Refreshing. Height 36 in. \$2.25 each.

Fairy Lustre. A satiny light primrose-yellow throughout. No trace of any other color. Height 38 in. \$3.25 each.

Florentine. A huge plicata type. White striped lavender. Height 36 in. \$2.25 each.

Golden Spike. Deep dandelion-yellow with orange beard. One of the best. Height 38 in. \$6.00 each.

Mme. Maurice Lassailly. A splendid two-tone blue. Height 36 in. \$1.25 each.

Prairie Sunset. Without doubt one of the finest Iris in existence. A beautiful blend of pink, apricot, rose, copper and gold. Absolutely exquisite. Height 36 in. \$4.25 each.

Sable. Extremely dark blue-purple with lustrous sheen. Height 36 inches. \$1.75 each.

Stella Polaris. Huge pure white of excellent form and substance. Possibly the best white. Height 42 in. \$3.75 each.

Tiffany. Like beautiful stained glass. A plicata type yellow and orange striped lavender-rose. Height 38 in. \$1.00 each.

White Prince. An unusually free-flowering creamy white. Height 41 in. \$1.25 each.

Yellow Jewel. A two-tone yellow flower, perfectly proportioned. Best of the two-tone yellows. Height 38 in. \$4.50 each.

TWO EXCLUSIVE Max Schling Introductions

We are privileged in having the exclusive introduction of the following two varieties produced by the famous Iris hybridizer, Mr. Kenneth Smith.

Rajah. (K. Smith '44.) The earliest and most brilliant variegated Iris. The standards are a bright chrome-yellow with interesting falls of deep Dubonnet-red edged gold. Substantial and attractive. One of the most striking blooms in the garden. Height 36 in. Price: \$7.50 each. (Stock limited.)

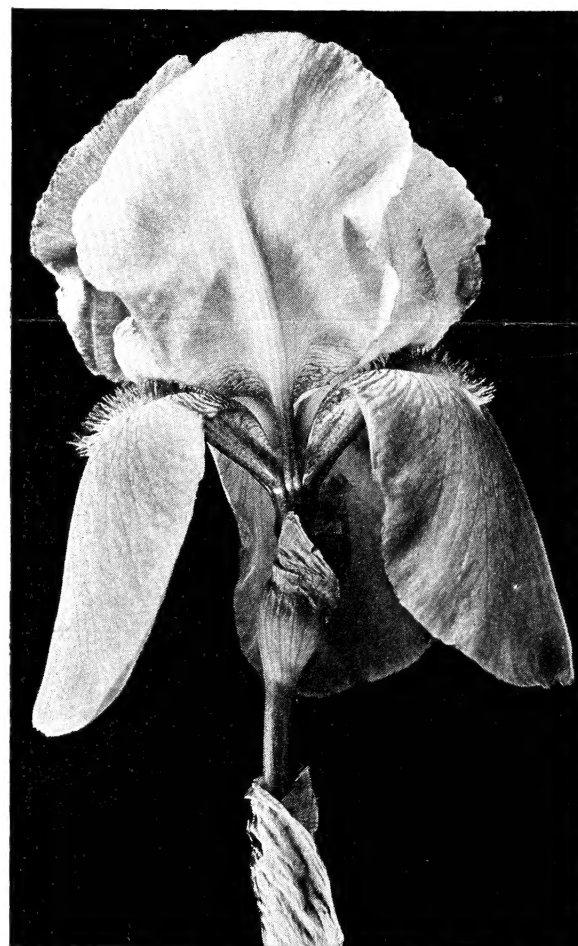
Katy. (K. Smith '44.) A lovely cream self, with a soft golden orange beard; a profuse bloomer over a long season. One of the first, and one of the last to bloom. A splendid variety for planting in the perennial border. Height 40 in. Price: \$7.50 each; 3 for \$18.00.

Violet Symphony. (Not exclusive.) (K. Smith '40.) Truly a garden symphony. The graceful bearing of this variety and huge pure violet color of its blooms establishes it as the best in its class. A "must" for all Iris and garden lovers. Each \$5.00; 3 for \$13.50.

SPECIAL COLLECTION OFFER
1 each of the 3 varieties, \$18.00, postpaid.

SPECIAL COLLECTION OFFER

1 each of the 18 varieties, an outstanding value for \$52.50.



OUR ADVANCE BULB LIST WILL BE
READY IN AUGUST
OUR AUTUMN BULB AND PERENNIAL
CATALOG READY IN SEPTEMBER